



13 September 2023 / 4:00 PM / La Jolla Riford Library

MONTHLY MEETING MINUTES

MONTHLY MEETING AGENDA¹

1.	Call to Order - Monthly Board Meeting.	Action	Anderson, President
2.	Roll Call - Amber Anderson, Morgan Barnes, Dusty Bowder, Christophe Cevasco, Jo Cullen, Andy Fotsch, Katey Longo, Maddie Mackey, Bill Podway, Natalia Petrova, Japhet Estrada Perez, Karen Roque, Summer Shoemaker, Chad Taggart, Dr. Maddie Wallace, Jodi Rudick (Executive Director) Attendance Report	Action Information	Roque, Secretary Roque
3.	Approval of August Minutes	Action Information	Roque Roque
4.	Non-Agenda Public Comments (limited to three minutes) <ul style="list-style-type: none">• Updates from Community/Political Leaders• All other public comments (limited to three minutes) <p>-Representative for Birds Eye – Attended first time for the meeting</p> <p>-Holistic Wellness new business for the community</p> <p>-Brenda Fake / Carolyn Eads – Fiends of Coast Walk Trail – Sept 29th 3rd annual event Fundraiser for donation and raffle items for the event – Food/Drink/Music and a grand unveiling for the event – posted on our event calendar</p> <p>Emily Lynch – Steve Hadley – City Council will be on recess. Back to meeting for September</p> <p>LJ Community Meeting Thrs 10/5 5-6 pm Get it Done App – Great place for feedback to community</p> <p>Emily P- District 1 Todd Gloria – Few quick updates – Street vending amendments for the ordinance -Dates TBD to the dates for this – Call your council member for communication to log comments or concerns – SVO</p> <p>Upcoming City Council on 9/19 – Back in session – Water Rate increase vote</p> <p>Land use and housing committee</p> <p>June was Smart Street proposal was approved – Contract TBD</p> <p>Homelessness Unsafe Camping Ordinance – Passed on 7/31 – Rollout is now happening for enforcement – Public health and safety concerns are a priority.</p> <p>Latrelle – Economic Development -Bid contact workshop 10/9 for the staff to attend – Assessment district re-introduce with a new 5-year agreement. Allocation made from Business improvements programs – update info \$ being dispersed at beginning of 2024</p> <p>Store front program – design services \$150k three firms and free design services</p> <p>Exterior façade city small business community 50/50 match</p> <p>Enhance La Jolla</p> <p>Election Candidates Statements 2 min each</p> <p>Ballot Sample distributed and attached.</p> <p>Election Candidate Statement are on LJVMA Slideshare Channel and on Our Blog where members can view candidate statements.</p> <p>Jen G Holistic Health business – Skills for business and corp marketing skills for the board and social events.</p>	Information	Anderson

	<p>Marc Cormier – Owner of Smart Fit – Health and Fitness company Background in sales and leadership – wants to get ingrained in the community.</p> <p>AJ Johnson – Mudoval Capital Management services – Focus on networking and how to grow the community – Next Gen Marketing Mixer and specific events for services - Offer Financial services</p> <p>Stephanie Thompson – CC Patio – Retail and business – ideal to host community events at their location. Background in organizational excellence. Personal development Lives locally and wants to get involved</p> <p>Chas Dye – Walking tours of La Jolla – Wants to contribute to his community. LJ Newcomers Club – He is local and has great ideas to make cross over for business</p> <p>Elnaz Iraj – Realtor – Participating in Art Walk – Wants to give back by being involved with the social events. She does all of her lifestyle in our community.</p> <p>Andy Fotsch – Previous member and re-nominating for the next year seat. Working on the Way Finding signs and would like to continue with this year. Liaison for other association – Good cross over for other sub-committees in the town</p> <p>Amber Anderson – Realtor and elevate the brand of the LJVMA – Current president and would like to be considered for another year seat.</p> <p>Karlye Matzen – Owner, Sweet Paper – Retail wants crossover.</p> <p>Jason Peasley – Owner of The Cottage – restaurant owner – he wants to give back to the community and have a successful connection</p> <p>Klara Chavarria – Gallery owner and artist - 20 years of experience Wants to add an international mix to the village and offer her time and expertise to her community,</p> <p>Japhet Perez Owner – Curren board member - Generation of local – relationships with property management – IV Grad and TSS clearance and Marine Corps – Owner partnership of painting services. To be focused on his co</p>		
5.	<p>Financial Report</p> <ul style="list-style-type: none"> Approval of Financials – August 	Action	Podway, Treasurer
6.	<p>Organizational Excellence</p> <p>Attendance Report BOD</p> <ol style="list-style-type: none"> Election Update – Deadline to submit Self Nomination was September 7. Candidate Ballot will be prepared along with Slide Deck that will be posted online. Voting will take place at the LJVMA offices on October 2 – 4. Refreshments will be served to all who vote. Election Process Details – How to vote and deadlines See handout for the election process notes posted 8/2023 ED to verify the envelopes that will be opened. Need to add this to minutes Inspector of Elections to be determined today – nominated to be a member who is not being re-nominated. <p>Sealed envelope for the secret ballot needs to be clear of what we want to do. Private place for the ballots to be received and can be counted by the inspector of elections for the day's votes.</p> <p>Self- Nomination of the timeline – were mailed out Can we mail out the By-Laws this year? No,-we must adhere to the current Bi-Laws.</p>	<p>Information</p> <p>Information</p> <p>Action Action</p>	<p>Roque</p> <p>Anderson Anderson</p>

	<p>Summer Shoemaker suggested that we will need an separate meeting to determine if there are any changes to the process.</p> <p>Merchants received the Self-Nomination in the mail. They will not receive the ballot in the mail. Ballot is emailed to all once the final is confirmed.</p> <p>Maddie added this for next year – asked that we add this for next year. Not able to make the vote in person. September 30th day for the official ballot</p> <p>4. Election Committee To Be Established – Who is eligible to volunteer. We need a committee to be designated for day of elections. LJVMA will staff Election office and properly seal ballots as required by by-laws.</p> <p>5. Appoint the Inspector of Elections – October 11th – Nominate to count the ballots. Susan Monk, community volunteer, to be the primary and she wants to have a backup. Melissa Villagomez – Will help with the counting of the ballots.</p> <p>Motion to update the By-Laws and election process and a 2024 Andy Fotsch and Amber to second. Summer reminded the board that we had already voted and approved the set up of a Bylaws review committee. No vote was taken.</p> <p>Annual Report – Action to approve the report – Posted on our website and we are working for the end of our fiscal year. 43 slides on the presentation to the public for them to review and share. Action to approve the report – Amber to motion – Jo Cullen to second – No abstained – Report is approved.</p>		
7.	<p>Merchant Engagement</p> <p>1. Marketing Happy Hour attracted 38 people to Beeside Balcony. Thanks to Christophe and his team for a lovely event in the Hive.</p> <p>2. Ad Hoc Committee not needed – Porsches on Prospect not a LJVMA event Update – Amber Anderson said Historical Society/Concours will keep it a Concours Event – Not going to be an event for LJVMA.</p>	Information	Anderson
8.	<p>Design and Beautification – MAD Update -Brian Earley – Enhance La Jolla Tropical storm and cleanup around the Village – Clear all sidewalks and great job by his team – New arm rest in front of Warwick and Brooks Brother – Street Lights have been re-painted. Look for the blue lighting fixtures. Increased in power washing 4 days a week now from the summer area. Recent donation to sponsor a basket \$250 each for a year – maintenance for them for the year Next MAD meeting coming up 10/20/23 – Website</p> <p>Wayfinding Update – First round of the signs coming out – 10 total signs Permitting department – Asking for all the studies – We are going to be working on the grant money has come in – Phase 2 is now in planning stages. Phase 1 planning is completed and mapped. Going forward for the permits and we will have an update for his time and efforts - Integrated Signs</p>	<p>Information</p> <p>Information</p>	<p>Enhance La Jolla</p> <p>Andy Fotsch</p>
9.	<p>Promotions -</p> <p>1) Marketing Minutes – Request action to accept August Marketing Minutes (attached) Christophe/ Chad/ Bill/ Andy/ Summer were not present and needs to abstain - Maddie to motion / Jo Cullen to second</p> <p>2) Marketing Meeting Format – After discussion at Marketing happy hour, the groups suggested trying a new format. See minutes for details and proposed times. Asking the BOD for feedback. Format did not change.</p>	<p>Action</p> <p>Information Feedback</p>	<p>Anderson</p> <p>Anderson</p>

	<p>3) Monthly Marketing Happy Hour 4th Tuesday of each month at 4:00 (Networking from 3:30 to 4:00) Upcoming locations</p> <ul style="list-style-type: none"> a) September 26 – Banksy Café b) October 24 – CC Patio (Business Breakfast) c) November 28 - Spiro's d) December 6th – LJVMA Mingle and Jingle Event – Location TBD e) January – Business Breakfast f) February – Oppenheim Group TBD <p>Table this for the next marketing committee chair and have an approval for the Add this to our next Strategic Plan for next year for the new board. This will not change until we vote on a new time as approved by the board.</p> <p>4) Digital Marketing/Social Media Update - Maddie Mackey – Booked through November for Limelight – IF you want to be involved please reach out to Maddie. Ribbon cutting videos and IG reels have been posted. Quarter 3: 15k on reels and in the last month.</p> <p>5) SMS Marketing Update – Testing System to be used to capture phone numbers for sms marketing. Proposed loyalty program will be implemented to reward people for attendance at LJVMA meetings and event.</p> <p>6) Art and Wine Festival Volunteers Needed (October 7th & 8th)– We will have a booth for the full run of the festival. Each board member will be asked to work a shift to cover. Coverage still needed for mid-day/afternoon shifts for both Saturday and Sunday. See QR Code or SignUpGenius.com</p> <p>7) <u>Art Walk Themes</u></p> <ul style="list-style-type: none"> • October – Spirits, Art and Wine • November – Gratitude • December – Holidays • January – Health and Happiness <p>8) <u>Holiday Events</u> Holiday Open House (November 19) – Led by Adelaide's Jerry Parent. Met with Jerry this week and are looking to bring on as many Girard Avenue businesses as possible. We will have a hand to expand to the full street Girard and the event. Happy to have this event coming up.</p> <p><u>Creepy Candy Crawl – October 31</u> Candy and Kids is in Village REBA sponsor the costume contest and bags Event times to be posted – 3 to 6 pm</p>	<p>Information</p> <p>Information</p> <p>Information</p> <p>Information</p>	<p>Maddie Mackey, Social Media Manager</p> <p>Rudick</p> <p>Rudick</p> <p>Rudick</p>
10.	<p>Adjourn Meeting – Next meeting will take place October 11 at La Jolla Riford Library. This is also our annual meeting where ballots will be opened at the meeting and results announced.</p>	Action	Anderson



Marketing Happy Hour Minutes – August 22, 2023 – Beeside Balcony

3:30 Registration | Networking

4:00 Meeting Begins

Welcome - Introductions

Marketing Committee – Ron Jones Marketing Chair

Social Media Update with Maddy Mackey – Everyone, please take out your phone and go to Instagram La Jolla by the Sea

1. On Instagram Follow @ lajollabythesea & remember to tag us. Also use Hash Tags: #mylajolla
2. Facebook Group: Search and Request to Join “La Jolla Village Merchants”
3. Visit our website: lajollabythesea.com
 - a. Create your Merchant profile // You can even post your seasonal & ongoing job vacancies.
 - b. Look at the LVMA Events Calendar to reference all of

What's Happening in the Village

Merchant Engagement

Elections – Election mailing went out on August 14 and have hit most mailboxes. Self-Nominations are due September 7. There are 6 open seats.

Young Professional Networking Group – Looking for volunteers to explore this idea.

SMS Alert System – Thanks to Five Star for their sponsorship of our SMS outreach system. Short Five Star Presentation.

Upcoming Events – Please review the @lajollabythesea event calendar to get the big picture of the hundreds of upcoming events taking place in the village. Some highlights:

- Ribbon Cutting (Tomorrow) August 23 at Queenstown, 5PM to 7 PM; Ribbon Cutting around 5:30
- Ribbon Cutting September 1 | Klara Chavarria Gallery during Art Walk | Ribbon Cutting at approximately 6:00 PM | 7920 Ivanhoe
- La Jolla Cove Open Water Swim – September 10
- La Jolla Art and Wine Festival – Oct 7-8 – **Volunteers Needed to work LVMA booth. Sign up sheet is going around.**
- San Diego Spirits Festival – October 7 – 8

Marketing Committee Format – Options:

- Happy Hour Meeting Format will adjust to a reverse schedule: 3:30 Marketing Committee Meeting
4:30: Merchant Mixer
- Track attendance of meeting between now and the end of the year. Consider having more breakfasts and less happy hours. Still stick to the monthly schedule.
- Stay flexible, be open to new ideas

Marketing Meeting Dates/Locations

September 26 – Banksy Cafe

October 24 – Business Breakfast – CC Patio

November 28 – Spiros

December Holiday Happy Hour (Tentative December 6)

January – *Breakfast* (Location TBD)

February – Oppenheim Group (tentative)

March –

Art Walk Themes

- **September** – Learn- Reach out to Schools.
- **October** – Spirits, Art and Wine
- **November** – Gratitude
- **December** – Holidays
- **January** – Health and Happiness

Holiday Events to add to your calendar! Get involved! Lead a committee.

- **Creep Candy Crawl (October 31)**
- **Holiday Open House (November 19)** – Led by Adelaide's owner, Jerry Parent. Met with Jerry last week and are looking to bring on as many Girard Avenue businesses as possible.
- **Holiday Happy Hour** (Tentative Wednesday, December 6) – Looking for Someone to lead this event. Any **volunteers**? Reach out to jodi@lajollabythesea.com

Old Business

New Business – Lisa Harrison, discussed the idea of doing digital coupons. She also said she was disappointed that the Holiday Open House didn't include the whole village.

Sample Ballot La Jolla Village Merchants Association - Board of Director Candidates – 2023-2025

<p>Candy Agundez Owner</p>  <p>Playa Fit Health/Fitness</p>	<p>Amber Anderson, Realtor LJVMA Board President</p>  <p>Pacific Sotheby's International Realty</p>	<p>Klara Chavarria Owner</p>  <p>Klara Chavarria Contemporary Art Gallery</p>	<p>Marc Cormier Owner</p>  <p>Smart Fit Method Health and Fitness</p>
<p>Andy Fotsch, Owner/Architect Current Board Member</p>  <p>Will and Fotsch Professional Services</p>	<p>Chaz Dye Owner</p>  <p>Historic La Jolla Walking Tours Tourism</p>	<p>Jen Graziano Owner</p>  <p>Random Happiness, INC Wellness</p>	<p>Elnaz Iraj Realtor</p>  <p>Berkshire Hathaway La Jolla Professional services</p>
<p>AJ Johnson Director, Business Development</p>  <p>Mundoval Capital Management Financial Services</p>	<p>Karlie Matzen Owner</p>  <p>Sweet Paper Retail</p>	<p>Jason Peasley Owner</p>  <p>The Cottage Restaurant</p>	<p>Japhet Perez, Owner Current Board Member</p>  <p>Japhet's Painting Services Professional Services</p>
<p>Stephanie Thompson Director, Business Development</p>  <p>CC Patio Retail/Interior Design</p>	<p><u>Voting Instructions</u></p> <ul style="list-style-type: none"> There are SIX open seats. <u>Circle Up to SIX Choices</u>. You may write in a candidate(s) at the bottom of the ballot. <ul style="list-style-type: none"> All candidates must meet qualifications as determined by the LJVMA by-laws. After voting, place and seal ballot in envelope and complete election label. <ul style="list-style-type: none"> Unverifiable ballots will not be opened or counted. Ballots will be opened on October 11, 2023 beginning at 3:00 PM Riford Library <p>Write in Candidate Name _____</p> <p>Company _____</p>		